

Behavioral Threat Assessment and Management Institute

Incel Terms and Descriptions

Alpha Male	A bold, confident leader, opposite of a Beta	Day of Retribution	Idealized day in which incels will strike back against Chads and women; also referred to as "Beta Uprising" or "Incel Rebellion"
AMOG	"Alpha Male of Group"		
Becky	An average young woman, subordinate to a Stacy in looks and status	Femoid/Foid	Demeaning term referring to women as less than human
Betabux	A romantic relationship in which the man provides financially for his partner; often used to imply that the woman is only with him for his money	FOOS	"Fall on One's Sword"
Beta Male	A weak man; the opposite of an alpha	Go ER/ER/Go Rodger	To go on a killing spree, like Elliot Rodger; the letters E and R are sometimes capitalized in unrelated words (i.e. sEcuRity)
Big Black Cock Theory (BBC)	The theory that black men are inherently more virile and sexually appealing, making them able to "dickmog" (see mogging) other races	Heightpill	A subset of blackpill, which suggests women are primarily drawn to tall men
Blackpill	The belief that genetics predetermine one's status and desirability; women are only attracted to those with superior genes	Incel/Inkwell	Involuntarily celibate man; common subsets include: Baldcel: Bald or balding Currycel: Indian Clowncel: Identifies with and admires the Joker from <i>Batman</i> Fakecel: Pretending to be incel to be edgy or to fit in Framecel: A man with the bone structure of a young teen Gymcel: Believes he can compensate with muscles Heightcel/Shortcel: A short man who is an incel because of his height Mentalcel/Medcel: Has psychological illnesses or medical issues Workcel: Too preoccupied with work for a relationship
Bluepill	A term taken from the Matrix movies that generally means to ignore reality; in this context it is the belief that relationships are formed based on compatibility and kindness and respect toward women		
-Cel	This suffix can be used to define one's subset within the incel community based on physical features, interests, race, or defining traits (e.g., a gingercel is an incel who has red hair)		
Chad	An ideal male specimen; Chads can attract nearly all women easily; ethnic counterparts are Tyrone (black), Chaddam (Arab), Chadpreet (Indian), Chang (East Asian)	Juggernaut law	The theory that you can't stop a woman's dating potential; unattractive and flawed women make men feel like they have a chance, so they will still have their pick of men
Chadfish	Pretending to be an attractive man in your photos when you are not one	LDAR	"Lie Down and Rot"
Cope	Adopting a false but comforting belief to avoid the hash truth; often used by trolls to mock everyday activities	-Maxx/-Maxxing	An attempt to improve dating chances by improving an aspect of one's life (e.g., looksmaxx)
Cuck	Short for cuckold, this is a man with an unfaithful wife/girlfriend; also used for men who are considered weak or servile and often used as a derogatory term for men with moderate or progressive views	Mewing	An attempt to improve one's jawline by holding the tongue hard against the roof of the mouth; created orthodontist Mike Mew

Mog/Mogging	The shortened form of AMOG, to mog is to be more good-looking or superior in some way	Ropefuel/Suifuel	Suicide fuel; something deeply depressing that drives self-hate (e.g., an attractive woman in a relationship with someone you consider less attractive than yourself)
My Twisted World	Name of Rodgers' manifesto, which is often seen as a basis of incel philosophy	Saint Alek	Alek Minassian (Toronto Van Attack)
NEET	"Not in education, employment, or training"	Saint Elliot	Elliot Rodger (Isla Vista Killings)
Noodlewhore Normie	An Asian woman An average boring person, someone who is average in looks, between a Chad and an incel	Saint Yogacel	Scott Beierle (Tallahassee Yoga Studio Shooting)
PSL	An acronym for the forums "PUAhate.com/Sluthate/Lookism.net"	Soyboy	An effeminate, feminist or non-fighting man, with low athleticism; incels believe soy lowers testosterone
Pump and dump	Having sex with a woman who is looking for a relationship with no intention of pursuing a relationship	Stacy	The female counterpoint to a Chad; the ideal woman who is out of reach for any non-Chad man
Redpill	In the Matrix movies, the redpill wakes one up to the truth of reality; in incel circles, it is the belief that all women are attracted to the most alpha man and that one can compensate for poor genes by working out or gaining wealth or status	Supreme Gentleman	How Elliot Rodger referred to himself; women are attracted to Chads even though incels are "Supreme Gentlemen"
RGIF	"Raping Girls is Fun"	Thot	A woman who has many casual sexual encounters
Rope/Roping	To commit suicide	The Wall/Agepill/milkmired	The inevitability of age making men and women less fertile and attractive